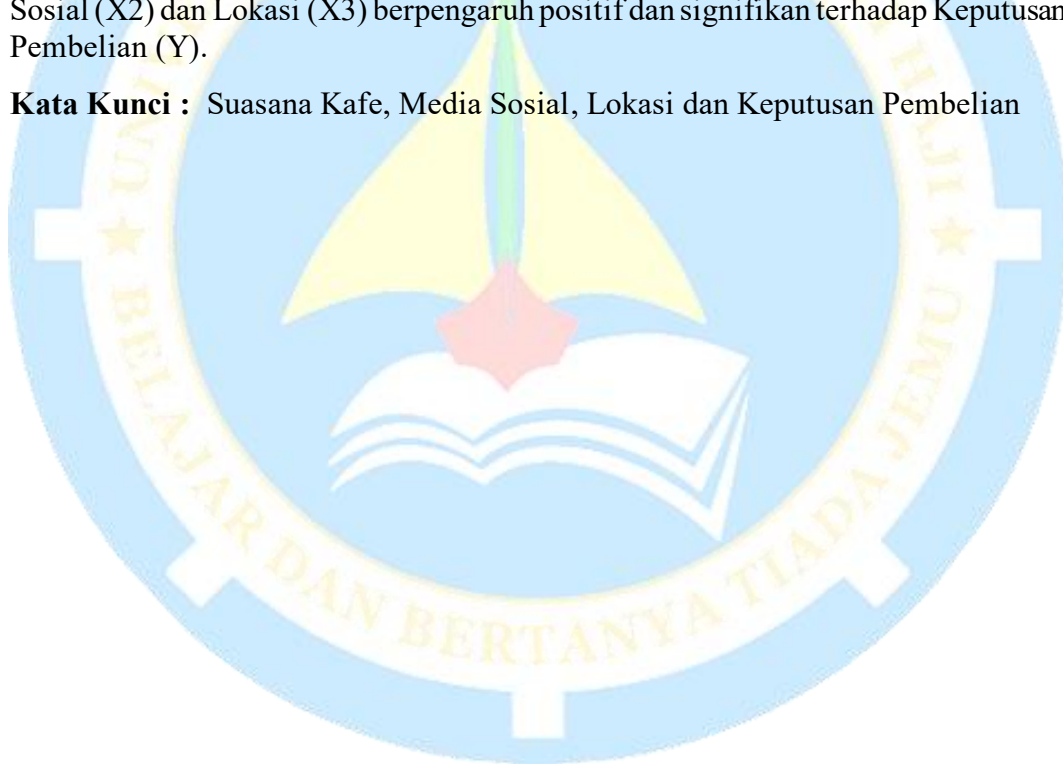


## ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah Suasana Kafe, Media Sosial dan Lokasi mempunyai pengaruh terhadap Keputusan Pembelian Pelanggan di *Coffee Shop* Rahasia Tanjungpinang. Populasi yang digunakan adalah seluruh konsumen yang pernah melakukan pembelian lebih dari satu kali di *Coffee Shop* Rahasia Tanjungpinang. Penelitian ini menggunakan sampel sebanyak 90 responden dengan menggunakan metode *non-probability sampling* atau pengambilan sampel berdasarkan pertimbangan tertentu (*purposive sampling*) dan teknik *accidental sampling*. Data dikumpulkan melalui kuesioner dan studi pustaka. Jenis penelitian ini adalah penelitian kuantitatif. Pada kuesioner dilakukan uji validitas dan reliabilitas. Data analisis menggunakan analisis regresi linear berganda, termasuk uji t, uji F dan determinasi ( $R^2$ ). Penelitian dilakukan dengan menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial Variabel Suasana Kafe (X1) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y), Variabel Media Sosial (X2) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) Dan Variabel Lokasi (X3) tidak berpengaruh signifikan terhadap Keputusan Pembelian (Y). Hasil uji F menunjukkan Suasana Kafe (X1), Media Sosial (X2) dan Lokasi (X3) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y).

**Kata Kunci :** Suasana Kafe, Media Sosial, Lokasi dan Keputusan Pembelian



## ABSTRACT

*This study aims to determine whether the Café Atmosphere, Social Media, and Location have an influence on Customer Purchase Decisions at Coffee Shop Rahasia Tanjungpinang. The population used consists of all consumers who have ever made more than one purchase at Coffee Shop Rahasia Tanjungpinang. This study uses a sample of 90 respondents with a non-probability sampling method or sampling based on certain considerations (purposive sampling) and accidental sampling. Data was collected through questionnaires and literature studies. The type of this research is quantitative research. In the questionnaire, validity and reliability tests were conducted. Data analysis used multiple linear regression analysis, including t-test, F-test, and determination (R<sup>2</sup>). The research was conducted using SPSS version 26. The research results show that partially, the Café Atmosphere Variable (X1) has a positive and significant effect on Purchase Decisions (Y), the Social Media Variable (X2) has a positive and significant effect on Purchase Decisions (Y), and the Location Variable (X3) did not have a significant effect on Purchase Decisions (Y). The F-test results indicate that the Café Atmosphere (X1), Social Media (X2), and Location (X3) have a positive and significant effect on Purchase Decisions (Y).*

**Keywords:** *Café Atmosphere, Social Media, Location, and Purchase Decisions*

